



MANAGEMENT SCIENCE ASSOCIATES, INC.

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MEMORANDUM

TO: Kathy Rejman-MSA
Joe Sakach-MSA
Rick Schrager-IRI
John Turner-Philip Morris
Roy Whalen-Philip Morris

FROM: Susan Mead-MSA

SUBJECT: Outstanding Data Issues

DATE: May 26, 1993

Post-It brand fax transmittal memo 7671		* of pages *	
To	John Turner	From	S. Mead
Co	Philip Morris	Co.	MSA
Dept.		Phone #	
Fax #	R	Fax #	

Restatement schedule
3-4 weeks store data
6-7 weeks panel data

This is my list of topics we hope to resolve tomorrow, 4pm-5pm on a conference call.

Household Level Data

store level
fix or
re-summup
fix?
Backdata
fix?

•The average coupon value for Marlboro packs is greater than the pack's cost in some cases. This is caused by IRI's splitting up a purchase of multiple packs into multiple purchases of one pack, and then attaching the coupon indicator and value to one pack. Can IRI stop splitting up purchases of multiples and attach the coupon to the record which indicates the number of items purchased? Can this be done for the restatement?

•When will incorrect card usage indicators in the Family Reporting History be fixed? *# spent but no card usage indicated.*

Store Level Data

•Will the Deep Discount segment be corrected for the restatement?
Has the volume lost by Best Value been accounted for in "Best Value Private Label"?

What was the cause of the drop in Liggett Deep Discount? *K1 R5*
Can product be picked up for the non-Philip Morris, Private Label Basic brand items IRI has data for? If necessary, MSA can arrange for this pick-up if we are told a city and chain where the product is currently being sold.

•How will the restatement effect the masked UPC's in Deep Discount? Will more brands be identified than in the current backdata?

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